

**METHODS FOR OPTIMIZING WATERMARK DETECTION****Abstract of the Disclosure**

Watermark detection in an image or the like is optimized by exploiting the innate

5 biases in the image to emphasize the watermark signal. The watermark signal can be

trial-located with different origins in the image to find one that yields improved results.

Similarly, the image can be processed (e.g., by changing resolution, rotation, or

compression) so as to change the innate biases to better reinforce the watermark signal.

Compression of an image can be done in accordance with a desired watermark signal,

10 with the compressor deciding which image components to retain and which to discard

based, in part, on a watermark signal that is to be encoded (or maintained) in the image.

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